



FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.

2017-2020 ANNUAL REPORT

SANITATION • MARKETING & PROMOTION • CAPITAL IMPROVEMENTS



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT

**FORDHAM ROAD DISTRICT
MANAGEMENT ASSOCIATION, INC.**
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MESSAGE FROM THE CHAIR & EXECUTIVE STAFF

As we approach our 15th year of operations, the Fordham Road Business Improvement District continues to grow.

It has been a busy two years!

Leadership has participated in several programs sponsored by NYC's Department of Small Business Services in the areas of capacity building, board development & strategic planning.

In an effort to stay current and in compliance, we worked diligently to update/renew our governance/corporate documents such as our By-laws, Conflict of Interest policy, Employee Manual, & the BID contract with the City of New York. Over the last three years, the BID increased its budget to \$1,010,000.00 after operating under the same budget for 10 years.

Sponsorships & government grants remain substantial allowing us to maintain and in some cases increase the level of direct services to the BID membership.

Strategic Partnerships are critical to our growth and success. Working with NYC's Department of Transportation & the Bronx Night Market, the outdoor public space at Fordham Plaza has seen unprecedented activations attracting more people to the area. We are committed to advocating for small family businesses while growing the portfolio of regional and national chains like Old Navy, Flight 23, & Taco Bell-Cantina.

Finally, after 14 years of occupying the same small office space, the BID recently relocated to a larger location which allows us to work closely with merchants by hosting meetings, working groups, training sessions & Board of Director conferences. We invite you to visit us to see our wall of progress and discuss what we can do for you!



DAVID ROSE
CHAIR



WILMA ALONSO
EXECUTIVE DIRECTOR



DANIEL J. BERNSTEIN
DEPUTY DIRECTOR



#ExperienceFordham @FordhamRoadNYC

MISSION STATEMENT

The mission of the Fordham Road Business Improvement District (BID) is to foster & promote the growth & vitality of its local business community & strengthen its local economic base. We achieve this through a range of effective programs that enhance area maintenance & sanitation conditions, provide business assistance & development services, improve security, facilitate a beautified streetscape & aid in constituent problem-solving; while showcasing the business area's assets through innovative marketing & promotion techniques. These services are provided in a cost-efficient & effective manner by the BID & are enhanced by its strong working partnerships with public agencies, elected officials & local organizations within the context of its neighboring communities. The BID extends from Washington Avenue to Jerome Avenue along Fordham Road & also includes the commercial areas on select side streets. The district is comprised of approximately 80 buildings & almost 300 businesses ranging from nationwide chains to locally owned independent shops.

The BID At WORK

Our Board of Directors is comprised of area property & business owners, residents & local government officials. They provide general oversight, guidance & direction of the staff as a whole towards the BID's mission. The BID has conducted several board & staff leadership/ development sessions to engage our current members in understanding the organization & working better together to produce successful results. This includes the review & updating of all corporate documents to ensure best practices. We are planning additional sessions along with board & staff retreats. Keeping our ideas & vision fresh will assure that the leadership of the BID will remain strong.

FORDHAM ROAD BID BOARD OF DIRECTORS AND STAFF

(as of July 1, 2019)

OFFICERS

David Rose
Chairperson
AUTOMOTIVE REALTY
(Class A)

Jason Mizrahi
Vice-Chairperson
ORIGINAL PRODUCTS
(Class A)

Joseph Muriana
Secretary
FORDHAM UNIVERSITY
(Class A)

Donald Simon
Vice-Secretary
MONROE COLLEGE
(Class A)

MEMBERS

Class A: PROPERTY OWNERS

Michael Alvarez
BRONX LIBRARY CENTER

Frank De Leonardi
2477-2487 WEBSTER AVE.

Story Hess
RPAI US MANAGEMENT

Michael Hirschhorn
JENEL MANAGEMENT

Alan Jemal
JEM REALTY MANAGEMENT

Samuel Jemal
FORDHAM ASSOCIATES, LLP

Class B: COMMERCIAL TENANTS

Greg Gonzalez
GG EXPRESS PARKING, LLC

Class C: RESIDENTS

Erin Hoffman
FORDHAM UNIVERSITY

Class D: GOVERNMENT / ELECTED OFFICIALS

Angelos Kantos
NYC DEPARTMENT OF
SMALL BUSINESS SERVICES

Victor Martinez
NYC COMPTROLLER'S
OFFICE

Rafael Rogers
BRONX BOROUGH
PRESIDENT'S OFFICE

Romina Enea
NYC COUNCIL MEMBER
RITCHIE TORRES' OFFICE

Class E: NON-VOTING MEMBERS

Kenneth Brown
District Manager
BRONX COMMUNITY
BOARD 5

John Sanchez
District Manager
BRONX COMMUNITY
BOARD 6

Ischia Bravo
District Manager
BRONX COMMUNITY
BOARD 7

STAFF

SANITATION

Aminoul Niass,
Supervisor

Kerim Abilou
Boubacar Barry
Assane Hanne
Seedia Jabbi
Mamadou Keita
Cheikh Niang

ADMINISTRATION

Wilma Alonso
Executive Director

Daniel J. Bernstein
Deputy Director

Jessica Gordon
Marketing Manager

INTERNS

Sam Blohowiak
Ben Boltz
Demi Marcano
Tait Militana
Vasnee Williams



#EXPERIENCE

Retail Experience

Fordham Road is the premier shopping destination in the Bronx with over 300 retailers ranging from locally owned shops to national & regional chain stores. Our businesses offer a wide variety of merchandise, clothing, specialty items, sneaker outlets, jewelry, banking, training/ education centers & much more making the area a one-stop shopping destination. Fordham Road is also a major transportation hub with access to the 4 & D subway stops, over ten bus lines & a Metro-North station resulting in thousands of visitors daily.

Cultural Experience

Fordham Road represents a cultural mosaic surrounded by many colleges & educational institutions such as Monroe College, CUNY on the Concourse, & Fordham University; cultural institutions such as the Bronx Zoo, Bronx Library Center, New York Botanical Garden, Poe Park Visitor Center, & many more. All these stakeholders help to add charm to the neighborhood's character & heighten the livelihood of the street. More often than not, you will find people have a meaningful life story to tell about their personal connection to this neighborhood. Hip-hop also has its roots in the Bronx

& Fordham Road always hits the latest in urban fashion trends that are edgy & reflect their lifestyles & individuality.

Workplace Experience

Each day, over 80,000 people come to work on Fordham Road, which boasts iconic office buildings such as One Fordham Plaza, Fordham Place, Two Fordham Square, & the Wagner building. All these buildings' tenants add great value to the neighborhood character, providing direct access to community based organizations, government agencies, health, non-profit & social service offices.



FORDHAM A VIBRANT & DIVERSE NEIGHBORHOOD

SANITATION SERVICES AND STREET CLEANING TEAM

The BID sanitation crew consists of eight dedicated full-time employees who sweep the sidewalks, remove stickers & graffiti from street furniture, & empty trash receptacles seven days a week from 8:30AM to 4:30PM. Our “clean team” hauled over 100,000 bags of garbage & serviced over 100 trash/recycling receptacles throughout the boundaries of the BID. The BID’s graffiti removal services stay busy servicing an average of twelve properties monthly. The BID staff conducts surveys & coordinates removals with those affected locations.

This past year the BID partnered with the NYC Department of Health & Mental Hygiene to install over thirty solar compactor trash/recycling receptacles co-branded & themed with an anti-rodent message.



LOGGED
15,000+
SANITATION
HOURS
(Cleaning & Graffiti Removal)

REMOVED
150+
GRAFFITI
INCIDENTS

SERVICED
70+
TRASH &
RECYCLING
RECEPTACLES

SERVICED
29
BIG BELLY
UNITS

REPORTED
289
QUALITY LIFE
ISSUES TO
THE PROPER
AGENCIES

MARKETING & PROMOTIONS

Events, Social Media and Web Presence

WHAT'S PLAYING ON FORDHAM ROAD



The **FORDHAM FILM FESTIVAL** continues to be well-attended seasonal events hosted at Bryan Park & Fordham Plaza. We have showcased a wide range of movies including popular & classic films such as ‘West Side Story’, ‘Coming to America’ & ‘Dirty Dancing’; action packed blockbusters like ‘The Avengers’, ‘Top Gun’ & ‘The Goonies’; & live streaming of major sporting events including the 2018 FIFA World Cup finals match between France & Croatia. Local residents & families bring their blankets & lawn chairs to watch their favorite movie on a clear, crisp high-res HD digital screen on a free & fun Friday or Saturday night.

As part of our efforts to promote shopping locally, the BID expanded its **SIDEWALK SALES** - a very popular monthly event that runs from March - November specifically tailored for our business owners to showcase their special sales & seasonal merchandise by placing these items outside on display in front of their storefronts (certain restrictions apply).

The **FORDHAM ROAD FAIR** is one of the largest events hosted in the district. This one-day event transforms Fordham Road into a carnival with innovative activities such as a roller skating rink, car show, live music & entertainment performances showcasing local groups, stilt walkers, magicians, & more. This event attracts over 15,000 people every year giving the opportunity to local business to connect & expand their customer base.



The **“SPARKLING THE HEART OF FORDHAM”** Holiday Event continues to grow each & every year. Over 3,000 people attended the event in 2019, which included a tree lighting ceremony with live musical performances, free raffles/giveaways/prizes, and a special visit from Santa Claus with wrapped presents for all children (newborn-12 years). This past year, we distributed over 850 gifts & toys at this event.



Additionally, as a way to facilitate and promote holiday shopping deals and sales, the BID partnered with **LYFT** to offer all shoppers 20% discounts on rides to/from Fordham Road from Black Friday through January 5, 2020. This provided an inexpensive & convenient way to come and experience Fordham Road during the holiday season.

MARKETING DATA

ORGANIZED

65
EVENTS
INCLUDING

12
SIDEWALK
SALES

HOSTED

150,000
EVENT
ATTENDEES

DISTRIBUTED

18,000
PROMOTIONAL
FLYERS &
BROCHURES

SOCIAL MEDIA STATS



3,166

FACEBOOK LIKES

3,247

FOLLOWERS

5,000

CHECK-INS ON
FORDHAM ROAD



1,600

TWITTER
FOLLOWERS



1,300

INSTAGRAM
FOLLOWERS

WEEKEND WALKS/ SPECIAL EVENTS

Through a partnership with the NYC Department of Transportation, the BID transformed areas of Fordham Road into an adventure for everyone to enjoy. There were great activities over the summer including zip lining, roller-skating, water rides & game nights bringing innovative and fun activities for all to enjoy. All of these great events were all part of Weekend Walks to promote what our neighborhood has to offer.





BRONX NIGHT MARKET

Placing Fordham Road all the way to the TOP



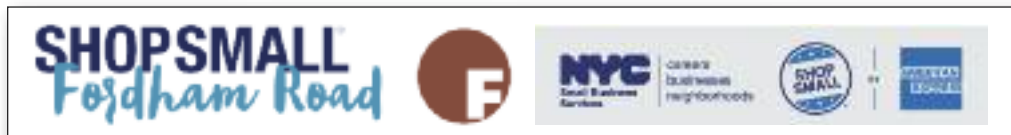
The **BRONX NIGHT MARKET** is a celebration of the great culture & cuisine, showcasing the best that the Bronx has to offer. It is the largest series of its kind in Uptown, the Bronx & Westchester County; attracting over thousands of people to Fordham Road every Saturday from May through October. The series represents the city's

diverse offerings and supports up-and-coming food concepts, all the while encouraging visitors from the greater New York area and beyond to explore our borough.



“ THE NIGHT MARKET is a festival of food, craft beverages, and artisan merchants. It was established in 2017, with the assistance and support of Wilma Alonso, the Executive Director of the Fordham Road BID, to showcase the vibrancy of the Bronx and its convergence with food, sustainability, and culture—including small businesses, young entrepreneurs, and exciting new food concepts. Together we curated a space for a diverse group of vendors to sell freshly made, delicious food, have local artists present their craft and create a platform for local entertainers to perform. We made it safe, affordable, approachable, and family-friendly. Fordham Plaza proved to be the ideal location for our weekly celebrations: it is centrally located, easily accessible, and surrounded by a robust and supportive community, hungry for activations. We aligned our missions, enhanced commerce, and created successful community initiatives. ”

- Marco Shalma/Amanda Celestino, BRONX NIGHT MARKET LLC



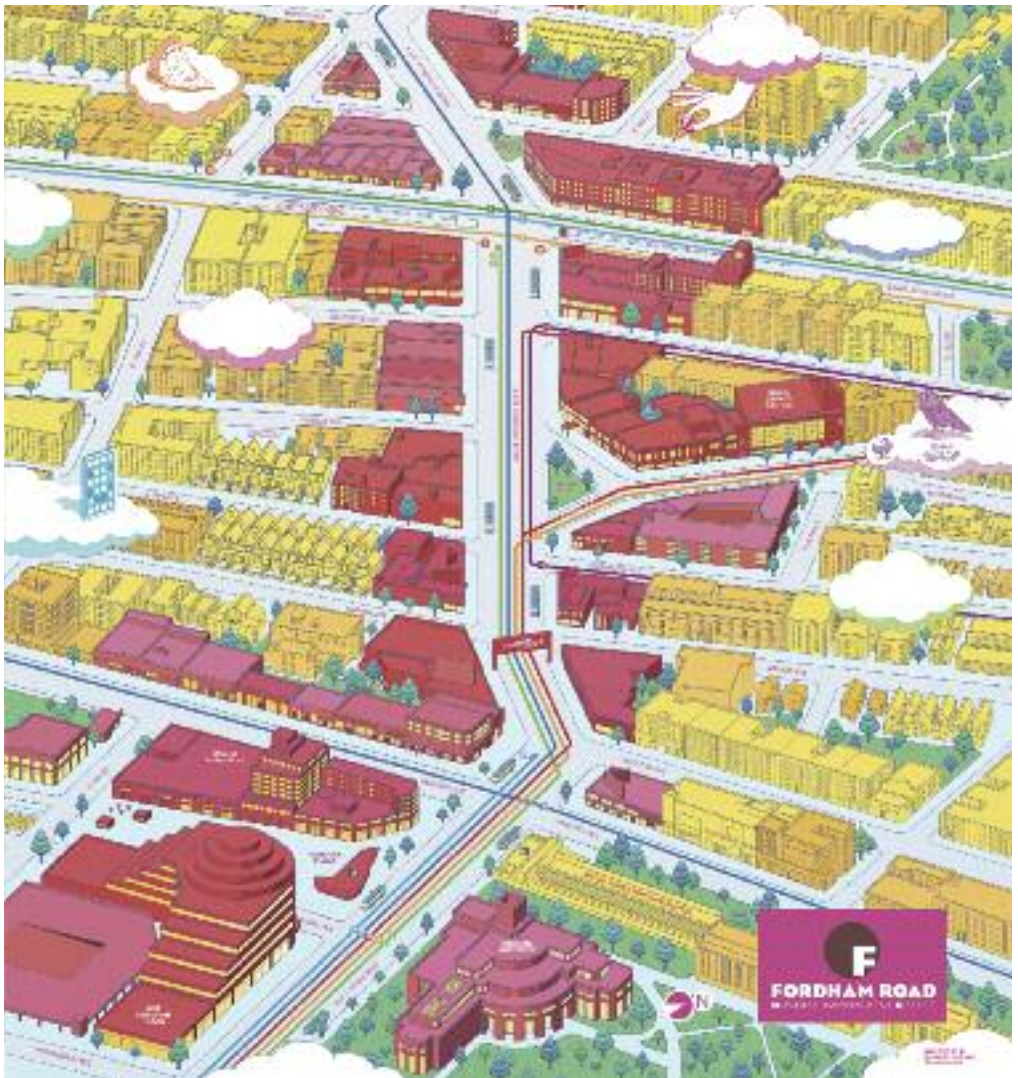


COMMUNITY RELATIONS The BID continues to work with many charitable & community based partners, including Affinity Health Plan, American Cancer Society, Bronx Community Health Network (BCHN) & United Healthcare to raise awareness through the organization of signature events including health & wellness screenings & VIP membership gatherings. In April 2019, the BID partnered with the “Fordham Club” at Fordham University & co-hosted the first Bronx Celebration Day at Fordham Plaza. This event offered the public an opportunity to interact with student groups, community non-profits as well as local artists & musicians.



MOVING TO DIGITAL MARKETING

This year the Fordham Road BID will unveil our first ever interactive neighborhood map & shopping guide which will help visitors find what they need, where to get it & how to get there. One stop shopping on Fordham Road. To keep up with the ever-changing technological times, the BID has focused its efforts more recently on digital marketing campaigns. For our holiday promotional campaign, we utilized our large social media followings to promote shopping discounts & deals on Fordham Road. Our goal is to build on our social media followings & increase our digital marketing presence on major platforms such as Facebook & Instagram while creating an online support portal for small & medium sized local businesses to do as well.



THE NEW LOOK OF FORDHAM ROAD: This is the new map illustration for the 2020-2021 Fordham Road Shopping Directory and Area Map.

OUR SPONSORS & COMMUNITY PARTNERS

2017-2019 CASH & IN-KIND CONTRIBUTORS

Affinity Health Plan
American Museum of Natural History
Apple Bank
Automotive Realty Corp.
Bronx Library Center
Bronx Times Reporter
Brooklyn Cyclones
Brooklyn Nets
Capital One Bank
Carpenter Contractor Alliance
of Metropolitan New York
Children's Museum of Manhattan
Children's Village
City Jeans
Clearview Festival Productions
CUNY on the Concourse
Debevoise & Plimpton, LLP
Dechert, LLP
Empire Blue Cross Blue Shield
Fordham University
Gloria Dei Choir
Good Shepherd Services
Heart to Heart Home Care
Hudson Valley Renegades
Interpublic Group
Jet Blue Airways
Latham & Watkins LLP
Lawyers Alliance for New York
Macy's Backstage
Madame Tussauds NYC
Monroe College
Montefiore Medical Center
NYC Council Member Fernando Cabrera
NYC Council Member Ritchie Torres
NYC Department of
Small Business Services
NYS Assembly Member Jose Rivera
New Jersey Devils
New York Botanical Garden
New York Football Giants
New York Hall of Science
New York Jets
New York Knicks
New York Life
New York Red Bulls
News 12, The Bronx
Nieves Latin Dance Studio
Norwood News
Original Product Corp.
Pulsar Advertising
Ripley's Believe it or Not
Sam Faanourios Restaurant
SBH Health System
Solo Pa mi Gente
Sprint
Staten Island Yankees
Statue Cruises
Stomp
Sugarhill Museum
T-Mobile
Ted Geir
Top of the Rock
Well Care (Comprehensive
Health Management)
Wildlife Conservation Society
(Bronx Zoo)
Union Community Health Center
United HealthCare
Visiting Nurse Service
of New York



DISTRICT STREETScape & BEAUTIFICATION



The BID provides landscape improvements & general maintenance of the BID's green spaces, which includes but is not limited to general weeding, mulching trees & planters, conducting seasonal plantings, etc. Special thanks to our partner, Intervine.

**SERVED
30
OUTDOOR
PLANTERS**

URBAN ART INSTALLATION The BID is also very proud to announce that through a continued partnership with NYC DOT's Art Program, we welcomed additional artwork & programming to Fordham Road. "All Roads Lead to Fordham" by artist Colin Nicodemo, is a 9 foot tall large hand-welded metal circle composed of a variety of vintage wheels signifying Fordham Road as an accessible epicenter of the Bronx. This piece was on display through June 2019 at the south-side overpass on East Fordham Road & Grand Concourse, across from the US Armed Forces recruiting station. Special thanks to NYC Council Member Ritchie Torres & NYC Department of Transportation's Art Program.





FISCAL REPORT

STATEMENT OF FINANCIAL POSITION

June 30, 2019, 2018 & 2017

	2019	2018	2017
ASSETS			
Cash & cash equivalents	51,950	14,119	28,283
Investments	50,000	50,000	50,000
Government grants receivable	28,607	62,000	9,333
Prepaid expenses	685	870	670
Security deposits	9,891	9,891	9,891
Total Assets	141,133	136,880	98,177
LIABILITIES & NET ASSETS			
Liabilities:			
Accrued expenses & other	98,982	96,134	121,152
Loans payable	42,185	126,071	-
Total liabilities	141,167	222,205	121,152
Net Assets	(34)	(85,325)	(22,975)
Total net assets/(deficit)	(34)	(85,325)	(22,975)
Total liabilities/net assets/(deficit)	141,133	136,880	98,177



STATEMENT OF ACTIVITIES

June 30, 2019, 2018 & 2017

	2019	2018	2017
Support & Revenues:			
Assessment Revenue	914,250	795,000	670,000
Contributions & Grants	161,614	104,827	177,752
Interest income	125	51	177
Total Support & Revenue	1,075,989	899,878	847,929
Program expenses:			
Marketing & Promotion	357,053	347,858	349,110
Sanitation	447,599	421,533	378,063
Total program	804,652	769,391	727,173
Management & General	170,932	176,433	247,792
Fundraising	15,114	16,404	14,284
Total expenses	990,698	962,228	989,249
Increase/(decrease) in net assets	85,291	(62,350)	(141,320)
Net assets/(deficit) beginning of year	(85,325)	(22,975)	118,345
Net assets/(deficit) end of year	(34)	(85,325)	(22,975)

* includes public safety

PROJECTED FISCAL YEAR 2020 BUDGET

REVENUE	GENERAL & ADMINISTRATIVE
Assessment	\$1,010,000
Interest	500
Other	18,000
Contributions	150,000
Total Revenue	1,178,500
EXPENSES	
Program & Services:	
Cleaning & Sweeping	405,000
Promotional Projects	192,000
Capital Improve. Projects	57,000
Total Program	654,000
	Staff 279,607
	Fringe Benefits 97,694
	Rent 39,313
	Telephone/Utilities 5,672
	Printing/Postage 4,805
	Office Supplies 1,190
	Insurance 16,765
	Audit/Legal 17,140
	Other:
	Office Equipment 4,085
	Office Expense 1,718
	Meetings/Local Travel 1,804
	Board & Staff Devel. 13,000
	Total Administrative 482,793
	Total Expense 1,136,793
	Net (Revenue over Expenses) 41,707
	Contingencies (20,200)

